1997 Atlanta Music
Responder Topline Profiles

Total surveys collected: 1,003

Positive Responder surveys: 442

Regular Brand		
Slims	36	8.1%
Other PM	278	62.9%
Competitive	90	20.4%
Unknown	38	8.6%

Gender		
Male	115	26.0%
Female	241	54.5%
Unknown	86	19.5%

Age		
21-24	182	41.2%
25-34	189	42.8%
35-44	30	6.8%
45-54	6	1.4%
55-64	1	0.2%
65+	3	0.7%
Unknown	31	7.0%

Length		
<85s	0	0.0%
85s	318	71.9%
100s	99	22.4%
120s	10	2.3%
Unknown	15	3.4%

Flavor		
Menthol	75	17.0%
Non-Menthol	355	80.3%
Unknown	12	2.7%

Tar Level		
Full Flavor	74	16.7%
Medium	52	11.8%
Lights	185	41.9%
Ultra Lights	118	26.7%
Unknown	13	2.9%

Buy Kind		
Pack	320	72.4%
Carton	67	15.2%
Both	51	11.5%
Unknown	4	0.9%

Negative Responder surveys: 561

Regular Brand		
Slims	12	2.1%
Other PM	378	67.4%
Competitive	123	21.9%
Unknown	48	8.6%

Gender		
Male	222	39.6%
Female	283	50.4%
Unknown	56	10.0%

Age		
21-24	216	38.5%
25-34	249	44.4%
35-44	36	6.4%
45-54	4	0.7%
55-64	4	0.7%
65+	2	0.4%
Unknown	50	8.9%

Length		
<85s	0	0.0%
85s	412	73.4%
100s	127	22.6%
120s	3	0.5%
Unknown	19	3.4%

Flavor		
Menthol	73	13.0%
Non-Menthol	474	84.5%
Unknown	14	2.5%

Tar Level		
Full Flavor	101	18.0%
Medium	71	12.7%
Lights	219	39.0%
Ultra Lights	150	26.7%
Unknown	20	3.6%

Buy Kind		
Pack	432	77.0%
Carton	61	10.9%
Both	57	10.2%
Unknown	11	2.0%

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Source: https://www.industrydocuments.ucsf.edu/docs/rtkn0004